

BENEFITS OF A PROGRAMMATIC APPROACH TO B2B CTV

Exploring the Linear TV vs. Programmatic CTV Approach to Inventory

B2B digital marketers are well aware that Connected TV (CTV) is a fertile new frontier ripe with possibility. Programmatic ad buying is just one of the ways that long form and episodic content have opened the door to brand awareness and digital engagement. The process through which ad inventory is bought programmatically is not only highly efficient, but also highly targeted in a way that surpasses Linear TV advertising. The key benefits of a programmatic approach to CTV inventory, in comparison to Linear TV ad slots, are rooted in its approach to ad buying and delivery.

Linear vs. Programmatic TV



Linear TV (also known as Live TV or Traditional TV) involves a viewer watching a TV program on the channel it is presented on at its scheduled time, accessed via cable/satellite subscription.



Programmatic TV is the automated buying of TV inventory – a data-driven approach to buying and delivering ads against video content on TV. Through OTT capabilities and internet connections, advertisers can deliver ads programmatically on connected TVs.

Expanding beyond Linear TV and towards a programmatic, data-driven approach to ad inventory positions CTV for advanced B2B targeting and accuracy—and for the first time ever, analytics.

Programmatic CTV



AdDaptive's unrivaled technology powered by validated online and offline data has officially extended to streaming services and internet connected devices--providing an additional complement to our display, video, and B2B Sponsored Content offerings. A pioneer in the industry, AdDaptive's B2B CTV introduces attribution for CTV with comprehensive B2B ABM analytics unparalleled in the market. While Linear TV has no attribution and minimal reporting, our programmatic approach to CTV provides superior B2B reporting and attribution which is currently unavailable for TV and other CTV competitors.

ADVERTISERS HAVE PREVIOUSLY CHOSEN LINEAR TV FOR REACH; BUT IN TODAY'S WORLD, REACH MUST BE COUPLED WITH ACCURACY TO PRODUCE POWERFUL RESULTS. PROGRAMMATIC CTV PROVIDES A PERSONALIZED AD EXPERIENCE FOR USERS, INCREASING ROI AND ELIMINATING WASTED SPEND FOR COMPANIES.

Now available in our B2B CTV solution, AdDaptive's programmatic approach to targeting, using validated data and intelligent technology, boasts superior accuracy and scale. The key differentiator is not just premium inventory access but also the ability to pinpoint B2B viewers in the digital environment where they are already engaged and report back with actionable data. AdDaptive's expansive inventory access includes:



While other companies may provide a basic CTV solution, no offering is comparable to AdDaptive's caliber of B2B targeting and post-campaign reporting for CTV solutions.



**EXPLORE ADDAPTIVE'S CTV SOLUTION
AND EXPANDED OFFERING**

Questions? Chat with your AdDaptive Sales Representative today.